



# TRANSFORMATIONAL LEADERSHIP AT A FORTUNE 500 COMPANY



## INTRODUCTION

A financial services company managing over \$500 million in assets sought transformation in its sales leadership approach.



## THE STORY

Sales leaders needed to overcome short-term thinking, reliance on past expertise, compliance focus, and execution-centric priorities. The organization envisioned leaders who could inspire change, formulate strategy, and foster transformational leadership within their teams.



## THE CHALLENGE

Bâton Global (B|G) partnered with the organization to address these challenges, creating a tailored transformational leadership curriculum. The goal was to shift leaders from conventional approaches to a more strategic and transformative mindset.



## RESULTS

Leaders actively engaged in the program, identifying personal leadership brands and honing skills in critical thinking and coaching. The impact was tangible as leaders applied newfound abilities, showcasing improvements in critical thinking, collaboration, strategic planning, and team empowerment. The success prompted the extension of the curriculum delivery to individual teams, illustrating the transformative influence on leadership in the dynamic financial landscape.

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## TRANSFORMATIONAL LEADERSHIP AT A FORTUNE 500 COMPANY

A financial services company, managing assets surpassing \$500 million, encountered a pivotal challenge in its organizational dynamics. Sales leaders, defaulting to short-term thinking, heavily reliant on past expertise, compliance-focused, and prioritizing execution over planning, sought a transformative shift. The organization aspired for leaders who could inspire change, create strategy, and foster a culture of transformational leadership within their teams.

Responding to this challenge, **Bâton Global (B|G)** collaborated with the financial services company to design and implement a personalized transformational leadership curriculum. Crafted with a keen understanding of the unique opportunities and challenges faced by sales leaders, the program aimed to cultivate inspired leaders capable of navigating the evolving landscape of the financial industry.

Throughout the partnership, leaders actively engaged in the curriculum, identifying their personal leadership brands, and honing their understanding of where transformational leadership could be applied in their roles. The emphasis on critical thinking and coaching skills became a focal point, empowering leaders to move beyond conventional approaches and embrace transformative strategies. The tangible results of this collaboration materialized in the form of leaders applying their newfound skills. A noticeable shift occurred as

leaders demonstrated a greater ability to think critically, collaborate effectively with peers, formulate strategic plans, and empower team members to deliver outstanding customer service. The success of the curriculum was underscored by the organization's decision to extend its reach; **B|G** was subsequently entrusted with delivering the transformational leadership program to individual teams within the company.

**This case study stands as a testament to the transformative impact of Bâton Global's intervention, demonstrating how a personalized leadership curriculum can empower sales leaders to evolve beyond conventional practices and embrace a future marked by strategic thinking, collaboration, and transformative leadership.**

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*Working with many organizations, **Bâton Global** has raised the bar on what to expect from consulting firms.*

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